

## American Elections 2016: Reaching 240 Million Voters

A presentation by **Kelly Gibson**, Hamburger Gibson Creative

Moderated by **Ingrid Steiner-Gashi**, KURIER

Kelly Gibson, who has had more than a decade of experience producing media and directing strategic messaging for campaigns throughout the U.S., will explain how candidates for office in the U.S. communicate with voters through TV ads and other means, show some of the campaign ads running right now, and detail the campaign strategies that underlie their outreach decisions.

**When: Thursday, March 31, 2016, 6:30 pm**

**Where: AMERIKA HAUS**



As partner at Hamburger Gibson Creative, Kelly is a political media powerhouse, producing media and directing strategic messaging for candidates and campaigns from City Council to Senate races, environmental organizations and unions. With a keen eye on the latest tools, trends and technologies, Kelly advises campaigns on how to navigate and employ digital campaign tactics. She has won numerous awards, including Reed Awards in 2013 and 2015 for the Best Television Ad.



U.S. Embassy Vienna

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